

# Memory: A perspective on memory definition

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Memory is today defined in psychology as the ability to retain information or a representation of past experience, based on the mental processes of learning or encoding, retention across some interval of time, and retrieval or reactivation of the memory. The definition is complicated, hardly comprehensible and unfriendly, because it does not illustrate the most fundamental element for forming memory. It says memory is the combination of several processes including encoding, storage, retention and retrieval but none of these processes can stand alone as a primary fundamental process in memory. That might be the downside of the memory definition today. So, I propose an idea of another simple memory definition which is able to illustrate the fundamental element of forming memory:

Memory is the mental ability to personify everything in the world - including color, shape, sound, smell, taste, touch, language, concept, feeling, emotion,...

Or in short words, human memory is formed by personification of the whole world around. When people suppose something nice, lovely, and impressive, they obviously feel those things more humanlike - so called personification. Memory is also formed from those feelings of personification. If people lose their ability to personify things in the world, they will immediately or gradually forget them. That bases on how fast they lose the personification on those things. Since personification relates to human imagination, the new memory definition itself might be the clear explanation of several memory issues like false memory, forgetting.



FIG. 1. Normal paper bag

For instance, in photo above, there's nothing remarkable about the first paper bag with

blank style. Compare to second one with nice text like "Instead of gratitude, thank you Vietnam, always believe in love, week of thanks" which is much more memorable than the first one.



FIG. 2. Nice paper bag